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AUG 25 2008

**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: Google-56CIP1 (GP-145-01-US)

Appl. No.: 10/823,508

Applicants: Leslie YEH, et al.

Filed: April 12, 2004

Title: DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD
SYSTEM

TC/A.U.: 2168

Examiner: Greta Lee Robinson

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**AMENDMENT**

Sir:

In response to the final Office Action mailed on April 25, 2008 (Paper No. 20080424), which set a period for response to expire on July 25, 2008, that period being extended one (1) month to expire on August 25, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.